

PENSIONS
INVESTMENTS
LIFE INSURANCE



Irish Life

TEN *reasons*

WHY WE'RE NO.1 FOR

**ESTATE
PLANNING**



1

Access to expertise

Access to Advisory Services – our team of highly experienced personnel who specialise in technical protection issues to advise you on the best solution for your clients.



2

Unique CAT calculator

The only calculator in the market that will provide you with an accurate Capital Acquisitions Tax calculation and Report, in all scenarios, based on your clients information



3

Dedicated underwriting services

For your important clients – we offer a dedicated underwriter to help you get your clients on cover.





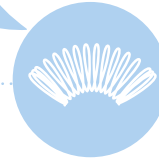
4 Most trusted brand

Your clients are 3 times more likely to choose Irish Life based on brand recognition for life insurance and we're more trusted by your clients than any other life insurer to pay claims.



5 Free Immediate Cover

With Irish Life your clients are on cover straight away – as soon as the application is submitted. We know getting some of the financial information can take some time. So we're covering you immediately for free for 90 days up to €1million.



6 Plan flexibility

We've upgraded our plan so that if your tax bill/CAT liability changes– you can increase your cover by €250k twice up to age 75 without underwriting.



7

LifeCare services



8

We're still number 1 for claims

Our range of LifeCare services includes the MedCare medical second opinion service which your clients' immediate family, parents and siblings can also use. The medical second opinion service is available for any medical diagnosis.



MEDCARE

A medical second opinion service provided by MediGuide



NURSECARE

Two confidential medical helpline services provided by Intana Assist



CLAIMSCARE

A dedicated claims assessor and access to post claim counselling services

LifeCare services are available when your client starts a new life insurance plan with us. LifeCare services are provided by companies which are independent from Irish Life. In the future, Irish Life may change the companies listed in this leaflet as service providers. We may also withdraw access to the services listed.

Irish Life paid €187m in claims in 2017 – that's €3.6m per week! We paid 2,373 death claims on broker plans over the last 5 years! That's €208m! (98% of all death claims).





9 Unique solution for couples

We can provide a unique solution for couples to plan for their CAT bill even where one life is declined.



10 Our Strength, Your Clients Security

Irish Life Assurance is currently rated "AA" for Insurer Financial Strength by Fitch. This is an independent assessment of the strength and resources of an organisation to meet their obligations to their policyholders. We're part of the Great-West Lifeco group of companies, one of the world's leading life assurance organisations.

We're committed to delivering innovative products backed by the highest standards of customer service and, as part of Great-West Lifeco, has access to experience and expertise on a global scale, allowing us to continuously enhance our leading range of products and services.

TO SUPPORT
you

in providing the best lifetime advice to
your clients we have made a number of
changes across our Life Long Cover and
Guaranteed Whole of Life products.
We've made these changes to allow us
to pay even more claims and provide
even better benefits for

your
CLIENTS.

At a glance, here are TEN REASONS WHY
IRISH LIFE IS **N0.1** FOR ESTATE PLANNING...

- 1** Access to expertise
- 2** Unique CAT calculator
- 3** Dedicated underwriting services
- 4** Most trusted brand
- 5** Free Immediate Cover
- 6** Plan Flexibility
- 7** LifeCare services
- 8** We're still number 1 for claims
- 9** Unique solution for couples
- 10** Our strength, your client security

You can find all the detail inside...

Information Correct August 2018



For more information on the latest changes we've made to our life insurance products talk to your account manager or visit **bline.ie**

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Irish Life Assurance plc is regulated by the Central Bank of Ireland.



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